

# Equity and Engagement Technical Advisory Committee Meeting Notes

April 19, 2023 | 5:00 PM – 6:00 PM

Join Via Zoom | <https://yolocounty.zoom.us/j/82729425610?from=addon>

## In Attendance:

Adelita Serena ( <i>Chair</i> ), YCCAC Member	Meron Gebre, UC Davis Undergraduate Student
Antonio De Loera-Brust, United Farm Workers	Suzanne Reed, YCCAC Member
Bernadette Austin, YCCAC Member & CivicWell CEO	Zainab Waqar, Yolo Youth Commission Member
Izzy Chan-De Silva, Yolo Youth Commission Member	Kristen Wraithwall, Yolo County
	Julia Olsen, Yolo County
	Maryse Suppiger, Dudek

## **1. Introductions and Welcome to the Equity and Engagement Technical Advisory Committee (E&E TAC)!**

- a. Staff, new E&E members, and existing YCCAC E&E Members introduced themselves and shared their backgrounds and interests with the group.

## **2. Overview of Climate Action and Adaptation Plan Outreach Materials:**

- a. Staff will ensure access to packets of outreach materials for in-person outreach events.
- b. Staff will be developing a more robust survey for formalized outreach workshops in late May/June to share with the E&E TAC.
- c. It was suggested to print infographics on recycled paper and utilize labor unions for printing.
- d. “Which” was suggested as a printing service.
- e. It was suggested to add a “Where’s Waldo” element to the infographic to engage youth more effectively and encourage them to identify sustainable tips hidden on the infographic.
- f. It was suggested to utilize Yolo Libraries laminating machine and that Central Services to laminate a large size print out for free to be distributed at local restaurants.
- g. It was suggested to reach out to YoloBus to share the infographics to place on the inside of YoloBus with QR codes.
- h. It was asked if the UC Davis student population should be considered in outreach efforts?
  - i. E&E TAC responded that we appreciate as much feedback as possible and we want to hear from young people who are residents now.
  - ii. It was suggested to solicit survey responses from UC Davis students.

- i. Staff is interested in collaborating with all E&E members on how to get as many survey responses as possible and providing them with the appropriate materials to distribute to their networks.
- j. It was suggested that we continue to consider what we will learn through this process so that staff can share with the County to improve outreach processes in the future.
- k. It was asked if the County partners with other organizations to broaden outreach and if that is okay for her to reach out and suggest organizations to reach out to?
  - i. E&E TAC responded that yes, any additional ways to communicate with different sets of populations are welcomed.
- l. It was suggested to advertise at middle schools and put QR codes on campus as well as ask to be included in schools' daily announcements. It suggested we add our flyers at local high schools as well.
  - i. Yolo Youth Commission Members will follow up with M. Drucella to see if Yolo Climate Action and Adaptation Equity and Engagement outreach materials can be included on the next Yolo Youth Commission Agenda.

**3. Review and Provide Input on Solicitation for Community Outreach Partners (CBPs) and Community Based Organizations (CBOs)**

- a. Staff introduced the short survey developed for outreach to CBOs/CBPs for review and select 5 to partner with.
- b. Staff collected feedback on the CBO/CBP survey:
  - i. It was suggested to reach out to radio channels, specifically Spanish radio channels through advertisements to identify potential outreach partners or to broadcast upcoming events.
  - ii. Staff will make the ask of having CBOs/CBPs more explicit within the document.

**4. Discuss Dates and Venues for First In-Person CAAP Workshop (Dudek)**

- a. Outreach workshop session are tentatively being planned for June 2023 – week of June 12th or 19<sup>th</sup>.

**5. Update on Presentations to Chambers of Commerce (Dudek)**

- a. Dudek has contacted local Chambers of Commerce groups to present to them in the coming months.
- b. Staff shared that we are attempting to build longer discussions/workshops to provide strategies and gather recommendations to wider ranges of population groups. Staff requested input on times for future workshop events.
- c. Staff will explore what options are available for our initial workshops on either Tues, Thurs, or Fri and schedule the first workshop in Woodland.